

Majors get \$25 million for '65 rights

ADVERTISERS EXPECTED TO PAY \$85 MILLION FOR SPONSORSHIPS

The rights to major league baseball climbed this year to \$25,310,000, according to BROADCASTING's annual survey of ball clubs, stations and advertisers.

This figure includes the \$5.4 million ABC-TV is paying to 18 clubs for participation in Saturday afternoon games; the \$550,000 the New York Yankees will get from CBS-TV for weekend participations; and the \$3,750,000 the baseball commissioner's office will receive from the All-Star Game and World Series on NBC-TV. This year's total is almost \$7 million more than the combined 1964 figures (BROADCASTING, Feb. 24, 1964).

For the right to sell beer, gasoline, cigarettes, cigars and 500 other items to baseball addicts, sponsors will pay about \$85 million in 1965.

This is the year that baseball reaches the package plateau and ABC-TV will pay 18 teams \$300,000 each for their participations on Saturday, whether they appear once or 10 times during the 27-game schedule. The Yankees and Philadelphia Phillies are not in the package.

But for all the attention given the package move and the sale of the Yankees to CBS Inc., perhaps the most important news to baseball men, stations and sponsors came from Houston, Philadelphia and Detroit. For in each of those cities, the big money is in local TV and radio operations.

Plight of the Braves ■ And the success in these markets is even more marked when placed against the lack of success the Milwaukee—soon to be Atlanta—Braves are having in getting anybody to sponsor their games this year.

There are also those teams that aren't sold out, and exhibition broadcasts are just around the corner. In some cases the stations and sponsors are having difficulty in unloading these open portions. In other cases, the owner of the rights is sitting pat, not visibly shaken.

In Washington the past two weeks Senator Philip A. Hart (D-Mich.) has been listening to baseball men and network officials tell him that the CBS purchase of the Yankees last summer will not affect any negotiations teams or leagues could have with networks in talks for rights (BROADCASTING, Feb. 22). The senator's subcommittee also has been taking a look at just what radio-TV rights mean to a ball club and focusing more attention on the subject than ever (see page 56).

That ABC-TV Package ■ After fail-

What baseball gets from broadcasting

Rights figures are BROADCASTING estimates. Asterisk following the 1964 figure denotes a revised estimate of rights. The figures do not include rights paid by ABC, CBS and NBC for nationally televised games. Originating stations for TV and radio are listed with number of stations in each network in parentheses.

National League

Team	1965 Rights	1964 Rights	Television	Radio	Sponsors & Agencies
CHICAGO	\$550,000	\$550,000	WGN-TV	WGN	Hamm Brew (C-M) 1/6 TV; R. J. Reynolds (Esty) 1/4 TV; Phillips Petroleum 1/6 TV; Allstate Insurance (Burnett), Dodge Dealers (BBDO), each 1/6 TV; G. Heileman Brew (M-E), Serta Mattress (Doner), Oak Park Federal (Connor Assoc.), Texaco (B&B), Rambler Dealers (Powell, Schoenbrod & Hall), all 1/6 radio; 1/6 radio open.
CINCINNATI	550,000	550,000	WLWT(TV) (3)	WCKY (60)	Burger Brew (Midland) 1/2 radio; Tressler Oil (Joel Friedman) 1/4 radio; 1/4 radio open. Hudepohl Brew (Stockton-West-Burkhart) 1/2 TV; Sun Oil (Esty), 1/6 TV; 1/3 TV open.
HOUSTON	1,770,000	1,600,000*	KTRK-TV (12)	KPRC (26)	Schlitz Brew Burnett), 100% radio-TV; 2/3 radio-TV is available.
LOS ANGELES	1,000,000	1,000,000	KTTV(TV)	KFI (18)	Union Oil of Calif. (Smock, Debnam & Waddell), 1/2 radio-TV; Security First Natl Bank (Y&R), Chevrolet Dealers (Eisaman, Johns & Laws), each 1/4 radio-TV.
MILWAUKEE (ATLANTA) 150,000	400,000*	KWKW	Milwaukee stations and sponsors undetermined. Sponsors for Atlanta: Pabst Brewing (K&E), Coca-Cola (M-E), each 1/3 radio-TV; 1/3 radio-TV open. Atlanta stations not set.
NEW YORK	1,000,000	1,000,000	WOR-TV (6)	WHN (9)	Rheingold Beer (DDB) 57 1/2%, Brown & Williamson (Bates) 30%, Shell Oil (OB&M) 12 1/2%, all radio-TV.
PHILADELPHIA	1,300,000	650,000	WFIL-TV (4)	WFIL (24)	Atlantic Refining (Ayer), Ballantine (Y&R), each 1/3 radio-TV; 1/3 open.
PITTSBURGH	450,000	450,000	KDKA-TV (5)	KDKA (27)	Pittsburgh Brew (KM&G), Atlantic Refining (Ayer), each 1/4 radio-TV; 1/4 open.
ST. LOUIS	500,000	450,000*	KSD-TV (5)	KMOX (100)	Busch Bavarian Beer (Gardner) 1/3 TV, 1/2 radio; General Finance (PKG), Texaco (B&B) each 1/6 radio; 1/6 radio open; Shell Oil (OB&M), R. J. Reynolds (Esty), each 1/3 TV.
SAN FRANCISCO	1,000,000	900,000*	KTVU(TV)	KSFO (16)	Hamm Brew (C-M), J. A. Folger (C-E), Std. Oil of Calif. (BBDO), each 1/3 radio-TV.
N. L. TOTALS	\$8,270,000	\$7,550,000			

ing to get the networks to consider a Monday night baseball package, the major league TV committee, headed by broadcaster John E. Fetzer, who owns the Detroit Tigers, succeeded in landing the *Major League Championship Baseball* package on ABC-TV. For its \$5.4 million, the network gets to show 81 games on 25 Saturdays and two holidays. On each date there will be an east-midwest game, a western game and a standby game. ABC said the games are now half sold to Texaco Inc., New York, through Benton & Bowles, New York, and the Mennen Co., Morristown, N. J., through Grey Advertising, New York both nationally, and regionally to Stroh Brewing Co., Detroit, through Zimmer, Keller & Calvert, Detroit; Lone Star Brewing Co., San Antonio, Tex., through Glenn Advertising, Dallas, and Carling Brewing Co., Cleveland, through various agencies.

The network says that during the first part of the season it will carry a "representative" schedule with all teams being shown. Later it plans to show maximum-interest games as the pennant

contenders become established.

Chris Schenkel will be one of six announcers, but the other five have not yet been named.

ABC-TV plans 10-minute pregame shows followed by a five-minute game introduction, the latter show a page taken from football's successful TV book. The postgame show will be an "accordion" type, with length depending on length of the game. There are no sponsors for the 10-minute pregame or postgame shows and ABC-TV hopes to sell these independently of the package. However, the introductions will be part of the package.

Production Planning ■ A "creative" meeting was scheduled by ABC-TV last week to come up with new camera ideas for covering the games. The network has made a study of ballparks to determine what techniques it can use. Among definite plans are isolated cameras for immediate replays and stop-action, and slow-motion replays. On the probable list: split-screen action, "creepiepeepee" cameras and shotgun microphones.

At CBS-TV, where the Yankees' home games will be the lone baseball attraction on its Saturday and Sunday sports programs, the network has signed Simoniz Inc., Chicago and Falstaff Brewing Co., St. Louis, both through Dancer-Fitzgerald-Sample, Chicago. However, there is time open in the weekend schedule for baseball, pro football exhibitions, professional tennis, bowling and other sports.

Perhaps the most important facet of the CBS-TV contract with the Yankees is that this is its final year. Thus 1966 becomes the time for baseball's most consistently powerful team to take a look at what it will be offered. If it decides to join the other teams in the ABC-TV package, on which the network has an option for a second year, it would get \$325,000. However, it could continue to decide to be a loner.

If the latter theory holds true and the team signs a contract with CBS, NBC or any other party, it could set back baseball's dream of high-priced, prime-time games on network TV.

At NBC-TV there is no concern

American League

Team	1965 Rights	1964 Rights	Television	Radio	Sponsors & Agencies
BALTIMORE	\$700,000	\$700,000*	WJZ-TV	WBAL (30)	National Brew (Doner) 1/3 radio-TV; Esskay Meats (Van Sant, Dugdale) 1/3 radio; Ctrl Savings Bank (Doner), Pepsi-Cola Bottlers (Doner), Bayuk Cigar (Modern Merchandising), Harley Restaurants (direct), all 1/12 radio; Coca-Cola (M-E), R. J. Reynolds (Esty), General Cigar (Y&R), all 1/9 TV. 1/3 TV sold participating.
BOSTON	690,000	600,000	WHDH-TV (7)	WHDH (45)	General Cigar (Y&R), Atlantic Refining (Ayer), Narragansett Brew (DCSS), all 1/3 radio-TV.
CHICAGO	900,000	900,000	WGN-TV	WCFL (75)	Hamm Brew (C-M) 1/3 TV; R. J. Reynolds (Esty) 1/3 TV; Phillips Petroleum (JWT) 1/8 TV; Allstate Insurance (Burnett), Dodge Dealers (BBDO) each 1/3 TV. General Finance (PKG) 1/3 radio; Anheuser-Busch (D'Arcy), Rambler Dealer (Powell, Schoenbrod & Hall), General Cigar (Y&R), each 1/6 radio; 1/6 radio open.
CLEVELAND	700,000	700,000	WJW-TV	WERE (18)	Carling Brew (LF&S), R. J. Reynolds (Esty) each 1/3 TV; 1/3 TV open; Duquesne Brew (Maitland) 1/3 radio; General Mills (Reevea), General Cigar (Y&R), Sun Oil (Esty), each 1/6 radio; 1/6 radio sold locally.
DETROIT	1,300,000	650,000	WJBK-TV (7)	WJR (20)	Stroh Brew (Zimmer, Keller & Calvert), 1/3 radio; Sun Oil (Esty), General Cigar (Y&R), each 1/6 radio; 1/3 radio open. TV being sold in 20 blocks, sales unannounced.
KANSAS CITY	300,000	300,000	KCMO-TV	KCMO (12)	Hamm Brew (C-M), 1/3 radio-TV; General Finance (PKG), 1/3 radio; 1/3 radio open; General Mills (Reeves) Procter & Gamble (DFS) and local buyers on spot TV basis.
LOS ANGELES	850,000	825,000	KTLA (TV)	KMPC (19)	Std Oil of Calif. (BBDO), Anheuser-Busch (Gardner), each 1/3 radio-TV; Great Western Savings (Eisaman, Johns & Laws), 1/3 radio; P. Lorillard (Lennen & Newell), 1/3 TV.
MINNESOTA	600,000	600,000	WTCN-TV (11)	WCCO (44)	Hamm Brew (C-M), Twin City Federal (Pidgeon, Savage & Lewis) each 1/3 radio-TV; Pure Oil (Burnett) 2/9 radio; General Mills (Reeves) 1/9 radio; General Foods (OB&M), Western Oil (John Forney), Northern States Power (C-M), each 1/9 TV.
NEW YORK	1,200,000	1,200,000	WPIX (TV) (8)	WCBS (40)	Ballantine (Y&R), R. J. Reynolds (Esty), each 1/3; Tidewater Oil (Grey) 1/3 in New York City; Atlantic Refining (Ayer) 1/3 outside New York City, all radio-TV.
WASHINGTON	300,000	300,000*	WTOP-TV	WTOP (7)	National Brew (Doner) 1/3 radio-TV; R. J. Reynolds (Esty) 1/3 TV; General Mills (Reeves) 1/18 radio-TV; Tasty Baking (Aitkin Kynett) 1/18 radio; remainder of radio-TV to local and participating sponsors.
A. L. TOTALS	\$7,540,000	\$6,775,000*			
MAJOR LEAGUE TOTALS	\$15,810,000	\$14,325,000*			

about selling out the \$3.75 million All-Star Game and World Series package, which the network will be running this year in the fourth year of a five-year contract. Chrysler Corp., Detroit, through Young & Rubicam, that city, and Gillette Inc., through Maxon Inc., both New York, will be back to take half of each game.

Hops in Houston — The Schlitz Brewing Co., Milwaukee moved into the Southwest this year in a big way. In order to sell more beer in a comparatively virgin territory for the brewery, it bought the rights to the renamed Houston Astros for three years. To get

this prize package, which includes coverage on four 50-kw radio stations, Schlitz is paying the club \$5.3 million. At the moment it has 100% of the sponsorship and it is seeking to relinquish two-thirds to other advertisers. But takers for a package this expensive are not easy to find.

The same situation prevails in Philadelphia where Atlantic Refining wanted to make sure it would keep the Phillies as its exclusive property. It paid out \$3.9 million for a three-year contract and has sold one-third of the sponsorship to Ballantine. But the remaining third hasn't been sold and N. W. Ayer

& Son, Atlantic's agency, apparently is trying to find some one who will take the whole third, rather than split it into participations.

In Detroit, where Mr. Fetzner decided to keep the television rights within the organization after he sold the radio rights to WJR for \$300,000 a year, the approach is just the opposite. He wants participations, the more the merrier. For participations will bring in more money than bulk buyers will. So far Pabst Brewing, Milwaukee, through Kenyon & Eckhardt, has signed for three of the 20 "blocks" available in each of the 40 TV games. This new

68 national and regional sponsors buy major league baseball

In 1965, 68 national or large regional sponsors are already committed to sponsor baseball, either buying a part of the game broadcasts or pregame or postgame programs. Many of these advertisers have purchased several teams' games.

Among the notable sponsors missing from this year's compilation is the American Tobacco Co., which last year had been on with the Cardinals and Tigers, but only because it couldn't get out of those commitments before the 1964 season began.

At the top of this year's sponsor list is R. J. Reynolds, which has parts of the White Sox, Orioles, Indians, Senators, Yankees, Cardinals and Cubs. Theo Hamm Brewing Co. leads the beer sponsors with the Cubs, Giants, White Sox, Twins and Athletics.

The sponsor picture is not complete and probably won't be until it's almost time for the first game. For example, the status of the Milwaukee Braves sponsorship is still to be resolved.

Following is a list of some of the larger baseball sponsors, as reported to BROADCASTING. (Asterisk denotes pre or postgame sponsors):

Allstate Insurance (Burnett) Cubs, White Sox.

Anheuser-Busch (D'Arcy) White Sox, (Gardner) Cardinals, Angels, Braves.

Armour & Co. (Y&R) *Giants.

Atlantic Refining (Ayer) Phillies, Pirates, Red Sox, Yankees.

Avis (DDB) *Pirates.

Ballantine (Y&R) Phillies, Yankees.

Bayuk Cigars (Modern Merchandising) Orioles.

Brown & Williamson (Bates) Mets.

Burger Brewing (Midland) Reds.

Carling Brewing (LF&S) Indians, ABC games.

Carnation Co. (Wasey) *Dodgers.

Chevrolet Dealers of Southern Calif. (Eisaman, Johns & Laws) Dodgers.

Chrysler Corp. (Y&R) All-Star, World Series.

Coca-Cola (M-E) *Astros, Orioles, Braves.

Dodge Dealers (BBDO) Cubs, White Sox.

Duncan Foods (M-E) *Astros.

Duquesne Brewing (Maitland) Indians.

Esskay Meats (Van Sant, Dugdale) Orioles.

Falstaff Brewing (DFS) CBS games.

Ford Dealers (JWT) *Twins.

General Cigar (Y&R) *Tigers, Dodgers, Orioles, Red Sox, Indians, White Sox.

General Finance (PKG) White Sox, Cardinals, Athletics.

General Foods (OB&M) Twins.

General Mills (Reeves) Twins, Senators, Indians, Athletics *Orioles.

Gillette (Maxon) All-Star, World Series.

Hamm Brewing (C-M) Cubs, Giants, White Sox, Twins, Athletics.

G. Heileman Brewing (M-E) Cubs.

Household Finance (NH&S) *Orioles, *Cubs, *White Sox, Tigers, Senators.

Hudepohl Brewing (Stockton, West & Burkhardt) Reds.

King Korn Stamps (Direct) *Mets.

Liberty Mutual (BBDO) *Red Sox.

Lincoln-Mercury (K&E) Cardinals.

Lone Star Brewing (Glenn) ABC games.

P. Lorillard (L&N) Angels.

Mennen Co. (Grey) ABC games.

Narragansett Brewing (DCSS) Red Sox.

National Brewing (Doner) Orioles, Senators.

Northern States Power (C-M)

Twins.

Oak Park Federal (Connor-Sager) Cubs.

Ohio Bell (Marschalk) *Indians.

Pabst Brewing (K&E) *Dodgers, Tigers.

Pepsi-Cola Bottlers (Doner) Orioles.

Phillips Petroleum (JWT) White Sox, Cubs.

Pittsburgh Brewing (KM&G) Pirates.

Procter & Gamble (DFS) Athletics.

Pure Oil (Burnett) Twins.

Rambler Dealers (Various) Cubs, White Sox.

R. J. Reynolds (Esty) White Sox, Orioles, Cardinals, Indians, Yankees, Senators, Cubs.

Rheingold Beer (DDB) Mets.

Schlitz Brewing (Burnett) Astros.

Security First Nat'l Bank (Y&R) Dodgers.

Serta Mattress (Doner) Cubs.

Shell Oil (OB&M) Mets, Cardinals.

Simoniz (DFS) CBS games.

Std. Oil Calif. (BBDO) Angels, Giants,

Stewart-Warner (MacFarland, Aveyard) *Mets.

Stroh Brewing (Zimmer, Keller & Calvert) Tigers, ABC games.

Sun Oil (Esty) Indians, Tigers, Reds.

Tasty Baking (Aitken-Kynett) Senators.

Texaco (B&B) Indians, Cubs, Cardinals, ABC games.

Tidewater Oil (Grey) Yankees.

Tressler Oil (Friedman) Reds.

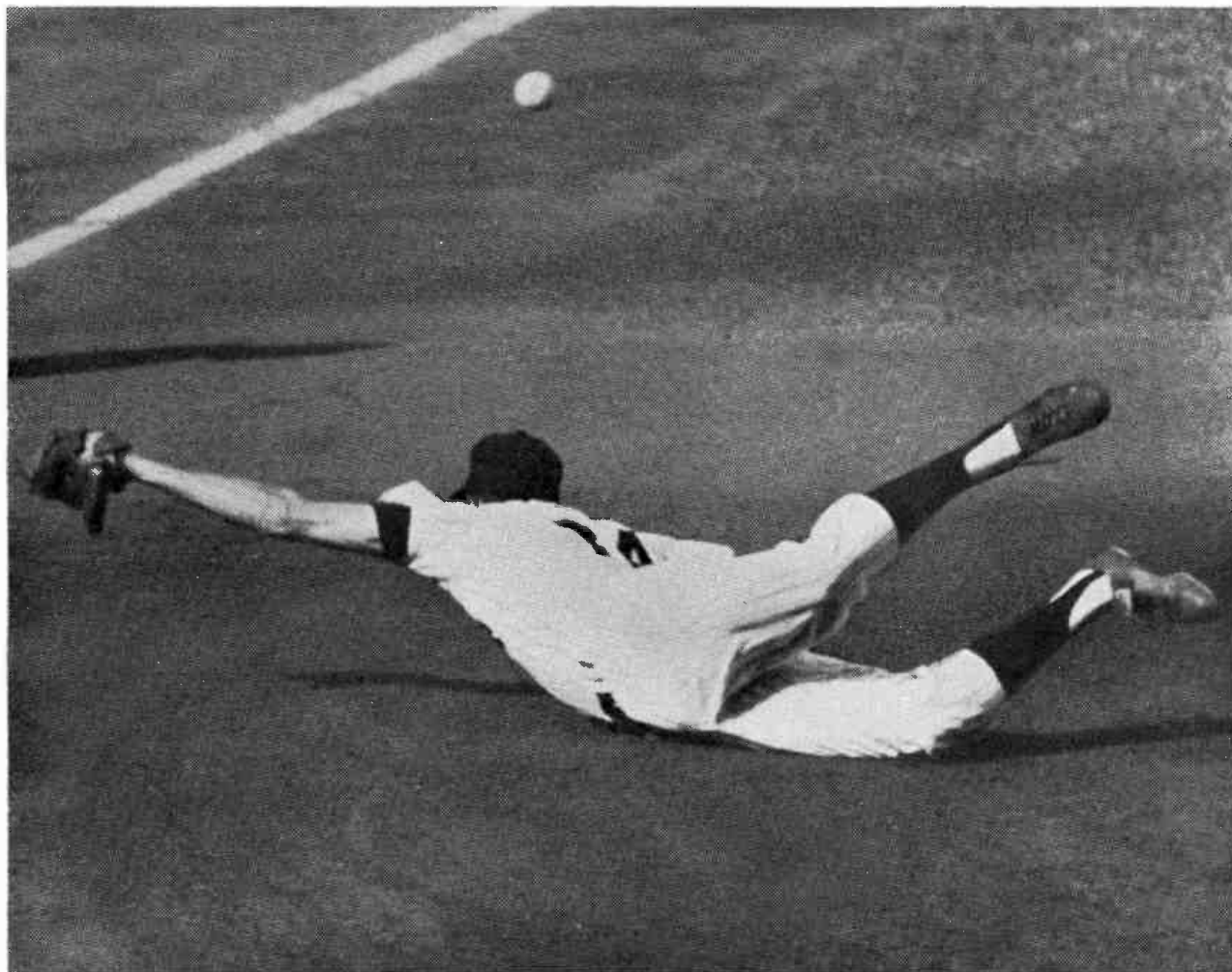
Union Oil of Calif. (Smock, Debnam & Waddell) Dodgers.

United Air Lines (Ayer) *Cubs, *White Sox.

U. S. Steel (BBDO) Cardinals, *Yankees.

Volvo (Carl Ally) *Yankees.

Western Oil (Forney) Twins.



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selling approach, Mr. Fetzner feels, could bring the Tigers from \$1.3-\$1.4 million in rights this year, about 100% increase from 1964.

The situation in Milwaukee couldn't be any worse for selling the games. The Braves are a lame duck team. Schlitz had them last year but doesn't want them this year. The rights, which went for \$525,000 in 1963, dropped to \$400,000 last year and the way things look now, the figure could go for a bargain-basement price of \$200,000-\$250,000.

For Future Fans ■ However, the Braves will have radio-TV outlets in Atlanta this year, although the broadcasts will be highly limited. Two-thirds of the Atlanta games are sold off but the stations aren't picked nor are the announcers. The Braves want someone on the air to "talk" Atlanta and a good bet at this time is Mel Allen, the former voice of the Yankees.

In 1965, Sports Network Inc., New York, will do about 300 TV game feeds, working for 18 teams. SNI does not do pickups for the Dodgers or Giants. These 300 games are a considerable cutback from the 450 they reportedly covered in 1964 and part of this reduction is attributable to the ABC-TV package.

SNI will also do 1,215 radio broadcasts for 19 teams, the White Sox being the exception. For the Yankees, Cardinals, Astros and Tigers, SNI will do both home and road games.

AMERICAN LEAGUE

Baltimore Orioles ■ There will be 47 stations on the Orioles radio network and WBAL Baltimore will originate the 162-game schedule. WJZ-TV Baltimore will televise 52 games but home and away breakdown is not set. Pregame and postgame programs are scheduled for WBAL and WJZ-TV. Chuck Thompson and Frank Messer will handle the radio-TV broadcasts.

Boston Red Sox ■ WHDH Boston will feed a 45-station radio network all regular and some preseason games. WHDH-TV Boston will feed about 55 games to a seven-station network in Maine, Rhode Island, Connecticut and New Hampshire. Three of these stations will carry pregame and postgame shows on weekends. Curt Gowdy, Mel Parnell and Ned Martin will do radio-TV coverage.

Chicago White Sox ■ WCFL Chicago will originate the White Sox games for a 75-station radio network in a dozen states. Bob Elson and Milo Hamilton will announce, beginning with the exhibition schedule on March 13. WGN-TV Chicago will telecast 65 games, of which 52 will be home games aired in color. Announcers are Jack Brickhouse

GE clock awakens N.Y.

In what was described as an unusual purchase of radio on WQXR New York, the General Electric Co. has signed to sponsor a 26-minute segment of news, music, weather, traffic and time checks on the station each morning for 52 weeks, starting today (March 1). The sponsorship of *General Electric Time* marks the first time that an individual sponsor will be identified completely with a single service program on WQXR, a station spokesman said. The contract, placed through BBDO New York, indicates that commercials will be devoted primarily to corporate advertising.

and Vince Lloyd.

Cleveland Indians ■ WERE Cleveland will originate Indians' games to an 18-station network beginning March 13 for preseason contests, and April 12 for the regular season. The network feed also includes pregame and postgame shows which are sold as a package on WERE and co-op on the network. Jimmy Dudley and Bob Neal will broadcast the games. WJW-TV Cleveland will carry 46 games this season, 20 at home, and has no network plans. Harry Jones and Herb Score will announce.

Detroit Tigers ■ WJR Detroit has exclusive radio rights to the Tigers in the first year of a three-year contract. In the past WJR carried only night games with the day games on WWJ. The WJR network will have at least 20 stations. Ernie Harwell and Gene Osborn will handle the announcing. WJBK-TV Detroit will originate and be the local outlet for the 40 televised games. The Tigers will have A and B networks. The A network is being sold as a group and includes six Michigan TV stations: WJBK-TV, WJRT Flint, WKZO-TV Kalamazoo, WJIM-TV Lansing, WWTW Cadillac and WWUP-TV Sault Ste. Marie. The B network now includes WSPD-TV Toledo, Ohio, and WKJG-TV Fort Wayne, Ind. The B network stations are selling the games on their own. Ray Lane and George Kell announce for TV.

Kansas City Athletics ■ KCMO-AM-TV Kansas City, Mo., is in the final year of a two-year contract. KCMO will originate 187 games, including 25 preseason exhibitions, for a 12-14 station network. KCMO-TV will cover 40 games, 35 on the road. Monte Moore and Red Rush will do the play-by-play and color for radio and TV.

Los Angeles Angels ■ KMPC Los Angeles will cover the Angels' 182-games, including 20 exhibitions, and feed an 18-station network in California, Nevada and Arizona. Pregame and postgame shows are fed to the network for local sale. KTLA-TV Los Angeles will broadcast 30 games; 20 regular season and 10 preseason. The exhibition games will be colorcasts. Buddy Blatner and Don Wells will handle the play-by-play and color on radio and TV.

Minnesota Twins ■ WTCN-TV Minneapolis-St. Paul will feed 50 games, 46 of them on the road, to a regional network of 11 stations and 13 CATV systems. WCCO Minneapolis has increased the radio network from 30 to 44 stations and will feed them the regular 162-game schedule, plus preseason games beginning March 13. Ray Scott, Herb Carneal and Halsey Hall will do play-by-play and color on radio-TV.

New York Yankees ■ WCBS New York will feed regular season games to a 40-station radio network and will carry 29 preseason games. WPIX-TV New York will carry 130 games, including four exhibitions. About 50 games, mostly weekend dates, will go on an eight-station TV lineup in New York, Connecticut and Pennsylvania. Pregame and postgame 15-minute shows are also set on WPIX. Red Barber, Joe Garagiola, Phil Rizzuto and Jerry Coleman will handle the radio-TV broadcasts.

Washington Senators ■ WTOP-AM-TV Washington has the rights in the second year of a three-year contract. WTOP will carry the 162-game schedule and some exhibition games for a 7-8 station radio network. Pregame shows are also scheduled. WTOP-TV will carry 35 games, 24 of them on the road. Dan Daniels and John MacLean will announce.

NATIONAL LEAGUE

Chicago Cubs ■ WGN-AM-TV Chicago will originate the Cubs' games and there is no radio or TV network set. WGN will broadcast four preseason games and the regular schedule with Jack Quinlan and Lou Boudreau announcing. WGN-TV will telecast the 81 home games in color and five road games in black and white. Jack Brickhouse and Vince Lloyd will do the broadcasts.

Cincinnati Reds ■ About 60 stations, 10 less than in 1964, will take the WCKY Cincinnati feed of the Reds' schedule including preseason games. Waite Hoyt and Claude Sullivan will broadcast the games. WLWT-TV Cincinnati will originate 42 games to the three other Crosley TV stations: WLWD Dayton, WLWC Columbus, both Ohio, and WLWI Indianapolis. The 12 televised home games will be in color and road games,

where facilities are available, will be in color. Ed Kennedy and Frank McCormick will do play-by-play and color. **Houston Astros** ■ KPRC and KTRK-TV, both Houston, will be local outlets for the radio and television networks, which are set up by the Astros Baseball Network. There will be 26 stations on the radio network carrying all the preseason and regular league games. There will be 12 TV stations covering Texas, Louisiana, New Mexico, Arkansas and Oklahoma, that will show 14 weekend road games. Pregame and postgame shows on radio and TV are sold on the network. Gene Elston and Loel Passe will do the radio-TV broadcasts.

Los Angeles Dodgers ■ The 192-game schedule, including 30 exhibitions, will be fed by KFI Los Angeles to an 18-station radio network in California, Arizona and Nevada. KTTV(TV) Los Angeles will carry nine games with the Giants in San Francisco and one exhibition game from Florida. Vin Scully and Jerry Doggett will do the radio and TV broadcasts. KWKW Pasadena-Los Angeles will broadcast the Dodger schedule in Spanish with Fats Garcia and Jaime Jarrin announcing.

Milwaukee (Atlanta) Braves ■ There is trouble selling the Braves' radio and TV rights in Milwaukee this year, since the team is Atlanta-bound in 1966. In 1964, WEMP Milwaukee fed a 64-station radio network and WTMJ-TV Milwaukee fed a five-station hookup. However, in Atlanta in 1965, there will be 18 TV games, plus a few exhibitions, and 55 games on radio fed to Atlanta only. The stations and announcers are not set. In addition the Atlanta radio outlet will carry all 70 home games of the Southern League Atlanta Crackers, which the Braves now own.

New York Mets ■ WHN New York will carry 190 games, including 28 preseason, and will feed a nine-station radio network in New York and Connecticut. WOR-TV New York, feeding six stations, will show 129 games plus three exhibitions. All home games and about 15-20 road games will be shown in color. Pregame and postgame shows are scheduled on WOR-TV. Lindsay Nelson, Ralph Kiner and Bob Murphy will handle the radio-TV broadcasts.

Philadelphia Phillies ■ WFIL Philadelphia will feed a 23-station radio network 182 games, including 20 exhibitions. WFIL-TV Philadelphia will feed about 66 games plus two exhibitions to a four-station network. The TV schedule will include day and night road games, but only day games at home. A half-hour pregame show is set for WFIL-TV. Byrum Saam, Richie Ashburn and Bill Campbell will broadcast the games on radio and TV.

Pittsburgh Pirates ■ KDKA Pittsburgh

will feed the regular schedule and 15 exhibition games to a 27-station radio network in Pennsylvania, Ohio and West Virginia. Other stations may be added. Pregame and postgame shows on radio are sponsored locally. KDKA-TV will feed 34 regular games to a five-station network. Bob Prince, Jim Woods and Don Hoak will handle radio and TV.

St. Louis Cardinals ■ About 100 radio stations will be on the KMOX St. Louis network. Preseason games begin March 13 and the regular season on April 12. Pregame and postgame shows will be fed to the network for local sponsorship. KSD-TV St. Louis will carry 25

road games; 13 Sunday day games and 12 night contests. A regional TV network may be set up for the Sunday games. Harry Caray and Jack Buck will cover the games on radio and television and Jerry Gross will also be on TV.

San Francisco Giants ■ Ksfo San Francisco will again originate radio coverage of the regular schedule plus 10 preseason games to a 16-station network in California and Nevada. KTVU (TV) Oakland-San Francisco will show only the nine games played with the Dodgers in Los Angeles, plus two preseason games. Russ Hodges and Lon Simmons will handle radio and TV.

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